ABSTRACT OF THE DISCLOSURE

A system and method for intelligently scheduling, through multilevel arbitration, broadcast digital radio content and advertising using a sophisticated communication protocol. Arbitration of broadcast time slots is based on classifications, prioritization, level of service required, bit rate and QoS (quality of service) requirements, best acceptable effort, and type of data (e.g., audio, video, graphics, text) broken into real-time or non-real-time determinations. A hierarchical gateway system is used to arbitrate and schedule the broadcasted content for each broadcast station (exciter). The broadcasted content includes material from national and local content providers to include music, video, graphics, text, and partial content downloads. A central gateway receives requests from national content providers to fill broadcast slots. The requests include the parameters necessary to, not only arbitrate content and advertising, but also to arbitrate based on a recognition of specific content type, requirement for broadcast, and end user device requirements.